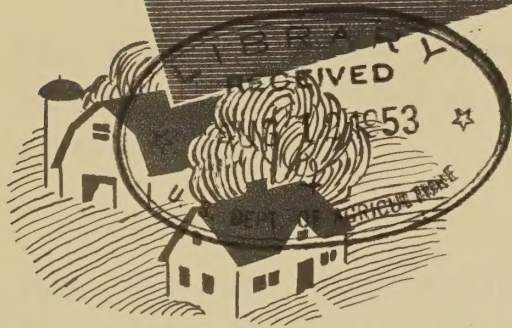


Facts

**FILTERED TO
RURAL PEOPLE**

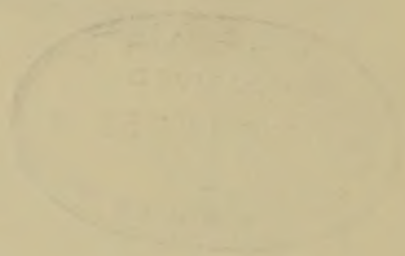
*through county
extension agents*



How agents use mass
media and visual aids
to spread farm and
home facts.

By LESTER A. SCHLUP and HARRY P. MILEHAM, Division of
Extension Information, Extension Service, U. S. Department
of Agriculture.

Washington, D. C. • August, 1952



842322

COUNTY EXTENSION AGENTS are the most important part of the Cooperative Extension Service of the U. S. Department of Agriculture and the State Land-Grant Colleges.

Nearly all agricultural counties and some cities have one or more county extension agents: the county agricultural agent, the county home demonstration agent, the county 4-H Club agent or an assistant agent working with boys and girls.

County extension agents serve farmers, farm women, and farm youth, teaching them to adopt better farm and home practices and to solve other problems of community living.

Their salaries and expenses are financed cooperatively by the county, State, and Federal Governments.

They are educated and trained to work with farm people who join with them in planning and carrying out county programs of rural improvement.

They have vast resources of scientific knowledge and economic facts which they can marshal for the help of people in their counties.

"See your county extension agent for advice and help" is a slogan which has become popular among rural Americans. They have high respect for and great confidence in the capable services of their county extension agents.

COUNTY EXTENSION PROGRAMS

REFLECT THESE FIVE GREAT RESOURCES

1

The Land and what the land produces.

Food, fibers, trees, and the like.

2

People Who Till the Land

Individuals their farm and community organizations, their churches, schools, local government, and so on.

3

Research and Fact-Finding

In agriculture and home economics . . . Federal, State and county.

4

National Agricultural Action Programs

Support prices, stimulated agricultural production to meet national goals, farm credit, marketing, soil conservation, rural electrification, crop insurance, and the like.

5

Tools and Facilities of Industry

Channels for farm products to go to the consumer, farm machinery, fertilizers, insecticides, home equipment, and others.

These resources are marshalled locally to help people solve their problems

1913

...

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...

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COUNTY EXTENSION AGENTS HELP PEOPLE UNDERSTAND AND SOLVE THESE PROBLEMS

Individual Problems

Farmer problems of cultivation, harvesting, pest and disease control, increasing efficiency of production, managing the farm business, and so on.

Related home problems, such as lack of running water in the home, making clothing, canning fruits and vegetables, serving nutritious meals, family living, and many others.

Community or County-Wide Problems

Health and sanitation, cooperative marketing, conservation of soils and woodlots, better market roads and other adequate public services, and so on.

National Problems

Agriculture's role in contributing strength to national economy, conservation and land-use, international relations, world trade, public finance, United Nations Organization, and other policies and problems on which local understanding is important.

THE COUNTY EXTENSION AGENT :

Has been educated at an agricultural or home economics college.

Has been raised on a farm.

Has been trained in Extension methods of teaching.

Knows how to deal with people on the basis of their experience and present knowledge.

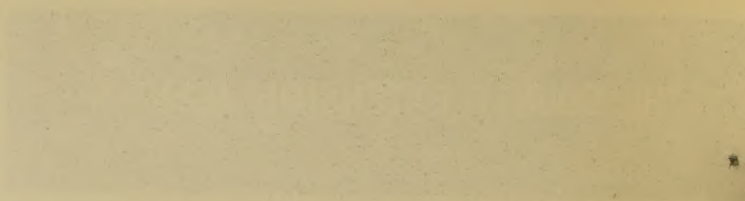
Knows how to learn from farmers and homemakers the kind of help they need.

Knows the agriculture of the county.

Has the confidence of people who use their own initiative in taking recommended actions.

Has at his fingertips a tremendous reservoir of research knowledge upon which to draw.

Has cameras, projectors, radio tape recorders, duplicating machines, and other equipment to use visual aids or mass communication methods.



The first condition of the existence of a group is that the members of the group must be in contact with one another.

The second condition is that the members of the group must have a common purpose or goal.

The third condition is that the members of the group must have a common identity or sense of belonging to the group.

There are two main types of groups: primary groups and secondary groups. Primary groups are those in which the members have a close, personal relationship with one another. Secondary groups are those in which the members have a more formal, impersonal relationship with one another.

Groups can be defined as a collection of individuals who are united by a common purpose or goal and who interact with one another in a way that is characteristic of the group.

Groups can be defined as a collection of individuals who are united by a common purpose or goal and who interact with one another in a way that is characteristic of the group.

The first condition of the existence of a group is that the members of the group must be in contact with one another.

The second condition is that the members of the group must have a common purpose or goal.

The third condition is that the members of the group must have a common identity or sense of belonging to the group.

WHAT THE COUNTY EXTENSION AGENT NEEDS

He needs . . .

- Administrative, supervisory, budgetary, and leadership help from the State Extension Service.
- Services, facilities, equipment, educational aids, and State and national back-drop support to make his work more effective.
- Research and facts which he can adapt to solving local problems.
- Refresher training in subject matter and extension teaching so he can do a more effective job.

SOURCE OF FACTS NEEDED BY AGENT

County

Experience of successful farmers, homemakers,
and young people.

Statistics and information about local soils,
crops, livestock, weather, prices, marketing,
and other pertinent data.

State Land-Grant College

Research information and economic facts.

State agricultural programs

U. S. Department of Agriculture

Research and economic facts.

National agricultural and other programs of
interest to rural people.

AGENT ADAPTS FACTS TO COUNTY EXTENSION PROGRAM

County extension agent sorts out facts which contribute most to success of county extension program.

Rural people help agent by:

Actively participating in planning the county program.

Acting as volunteer lay leaders.

Demonstrating better practices to each other.

CHANNELS FOR PROVIDING AGENTS

WITH INFORMATION FROM THE FACTUAL RESERVOIR

Direct from the Land-Grant College, through:

Extension administrators and supervisors.

Extension specialists in farming and home-making subjects.

Extension editors.

Indirect from the U. S. Department of Agriculture,
through:

National Extension Service to State Extension Service where national information is usually merged with State information before adapting and applying it to local problems.

AGENT DISSEMINATES FACTS USING EVERY CHANNEL
AND TEACHING METHOD

Methods for teaching the individual, such as visits to the farm and home, calls by people to the agent's office, advice given on the telephone or through correspondence.

Methods for group assemblies of people, such as meetings, tours, demonstrations, motion pictures.

Mass communication methods, such as news stories, radio programs, exhibits, circular letters, publications.

TYPES OF INFORMATION METHODS USED BY AGENT

Newspaper stories

Radio and television programs

Circular letters

Publications

Exhibits and window displays

Slides and filmstrips

Motion pictures

Posters

Photographs

Graphic charts

Cartoons

Advertising supported
by business firms

Newspaper Ads
Support Extension

Use Your "Nose for News"

Agent William F. Cockburn, of Dunn County, N. Dak., tells how he is "nose" for news in his extension job.



GEORGE KESSLER
County Agents'
Report



GEE
HAW?



1952 IS
ELECTION
YEAR

BUT WE WANT TO VOTE NOW
FOR
COMMUNITY CLUBS...

IN THE NEGATIVE

4-H Club News

Your County Agents Say

12

GREEN ACRES

COUNTY AGENTS
NOTES

County Extension Agents Use Newspaper Stories, Columns, Pictures, and Advertisements

New Home Ec Agent Has First Class



Home Agents
Column

TOWN 'N'
COUNTRY
DEAN CATES
COUNTY AGRICULTURAL AGENT

WITH YOUR HOME AGENT
Each Children's Week
on South and Sun Day



Some Studied It, Some Chatted It, And Some Sat On It

2,500 Tour Plots, View Machinery
At First Saginaw County Grass Day

Win In Future Contests

Entered by 4-H
Dress Rehearsal
Ribbons Awarded

115 4-H Clubbers
In Demonstrations
At School Thursday

"I Learn Man To
Speak On Tuesday

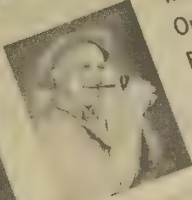


The 4-H Quiz Show of the Air

GEORGE ALLEN, 4-H Club Agent, Plattsburg, N. Y.



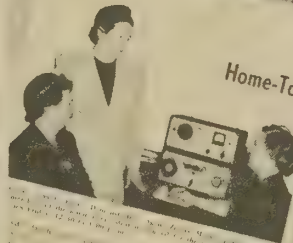
Radio Is One of My Best Tools



Direct Cable Solves Broadcasting Problem

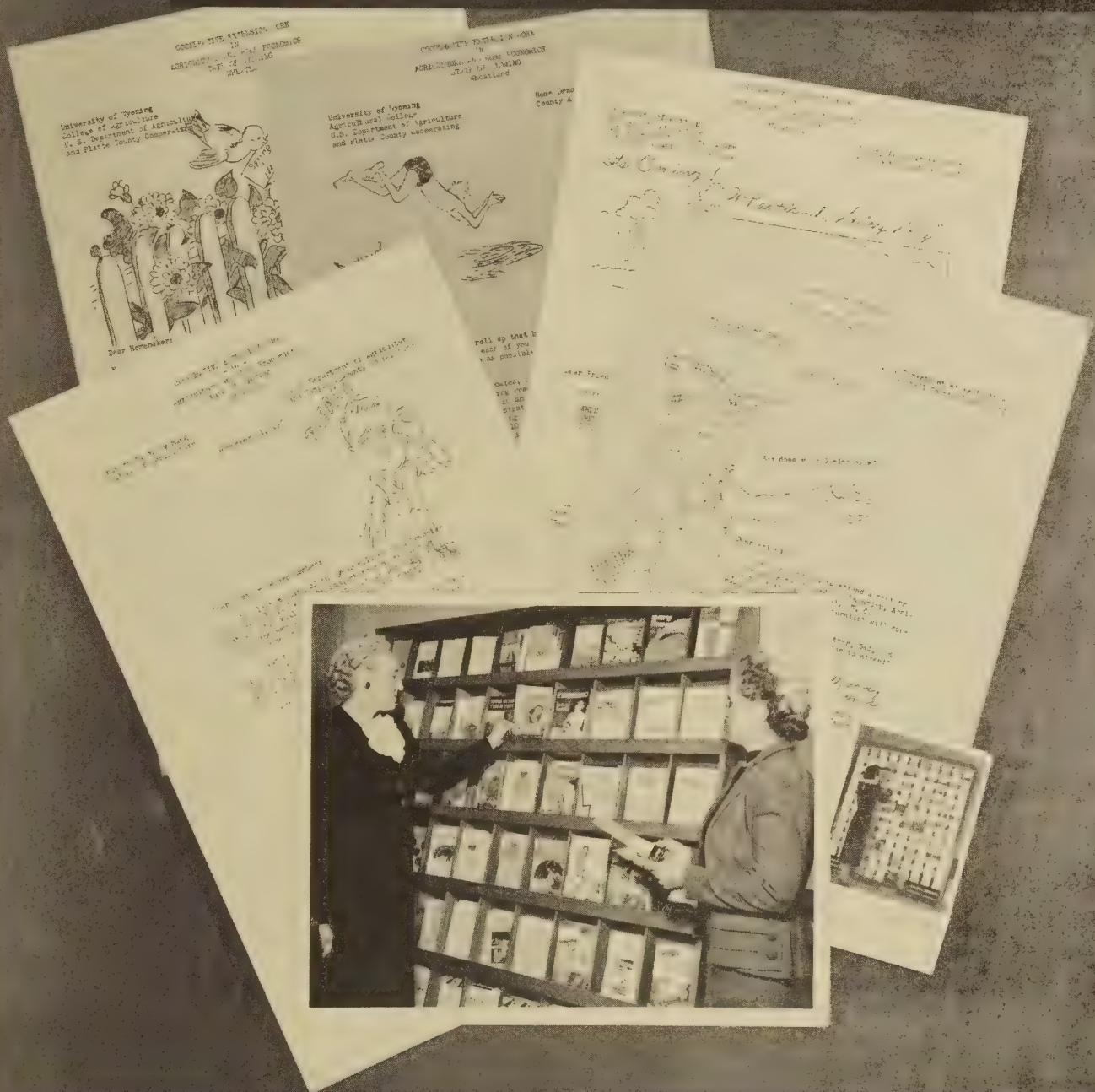


Home-Town Broadcasts



County Extension Agents Take to the Air

County Extension Agents ¹⁴ Make Regular Use of Bulletins and Circular Letters



Missouri 4-Hers Enjoy Unusual Visual Aids Device

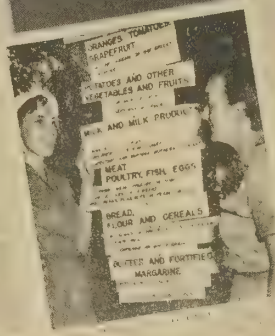
JOHN S. LUDLEY
Asst. Co-Ed Extension, U. of M.
Missouri



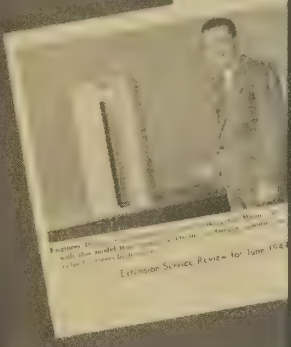
Extension Service

Hoosier Extension Workers Like Visual Aids

FRED L. DAVIS, Assistant Extension Editor, Purdue University



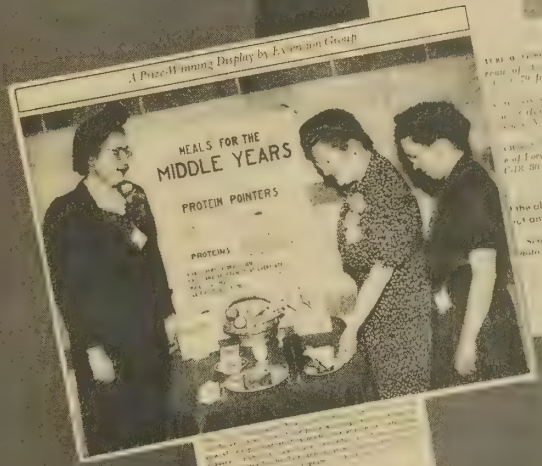
All Kinds of Visual Aids Help the Agent Inform Rural People



Extension Service Review for June 1944

NEW.....

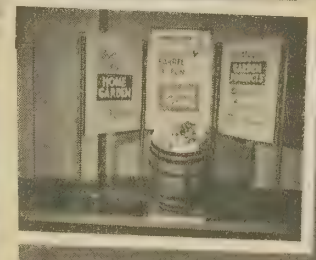
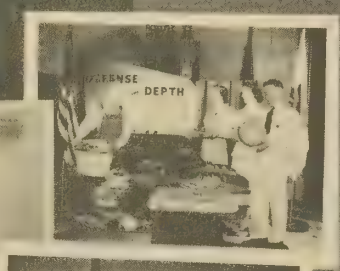
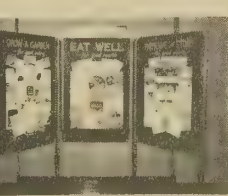
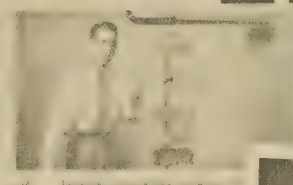
FILMSTRIPS



A Prize-Winning Display by Extension Group

175 at Outstanding Achievement Day

These films are full of information and are mounted in cards. Some show slides, some are full of information and are mounted in cards. Some show slides, some are full of information and are mounted in cards.



VOLUME OF INFORMATION METHODS USED BY COUNTY EXTENSION AGENTS

Agents place great reliance upon information methods to supplement and strengthen their other teaching methods. Following are examples of the amount of use devoted to a few such methods . . .

In 1951

Agents had almost one million stories published in newspapers an average of nearly two every week for each agent.

They took part in about 165,000 radio programs or an average of 1.4 broadcasts every week for each county.

They distributed more than 23 million bulletins . . . an annual average of about 7,700 for each county.

Surveys support the agent's wisdom in using a balanced educational approach, including information methods. The following graph showing the effectiveness of various types of methods was based upon more than 3,000 records of interviews with farm people obtained by the Division of Extension Studies and Teaching.

Combined Operations

What methods caused 3 out of 4 farm families to adopt better practices?

METHODS FOR MASSES

News stories • Radio
Magazines • Exhibits
Circular letters • Posters
Bulletins

METHODS FOR GROUPS

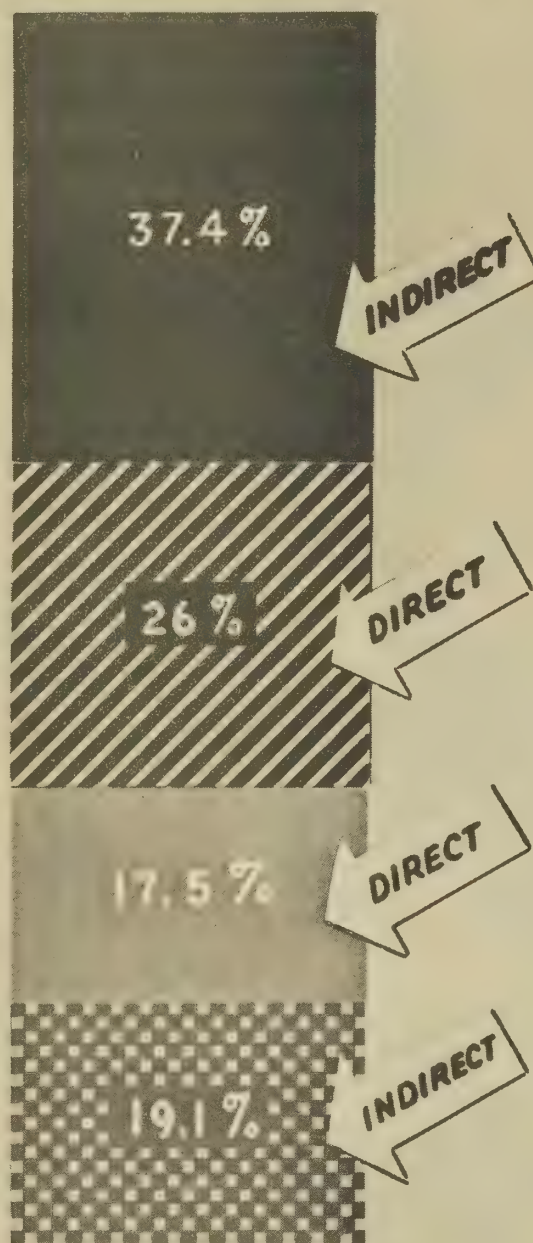
General meetings • Tours
Method demonstration
meetings • Motion pictures
Leader training meetings
Discussion meetings
Extension schools

METHODS FOR INDIVIDUALS

Farm and home visits
Office calls • Correspondence
Telephone calls • Demonstrations

OTHER INFLUENCES

not traceable, probably
mostly from neighbor
to neighbor

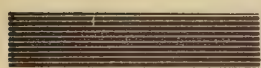


Out of every 100 farm families adopting better farm and home practices, about 38 said this was due to popularized scientific information read, seen or heard in bulletins, newspapers, on the radio, or in other mass media.

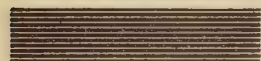
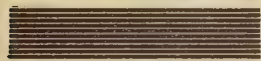
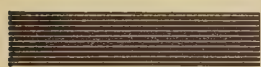
EXTENSION TEACHING REQUIRES MANY METHODS

NUMBER
OF
METHODS

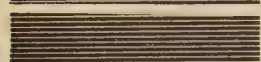
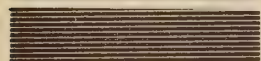
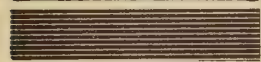
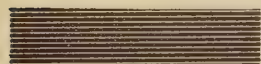
PERCENTAGE OF FAMILIES CONTACTED
WHO CHANGED BEHAVIOR



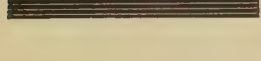
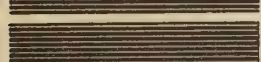
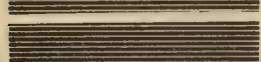
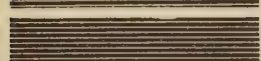
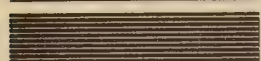
ONE changed 35 %.....→



THREE changed 64 %...→



FIVE changed 86 %....→



NINE changed 98 %....→



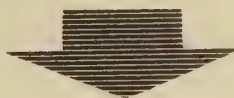
To get people to adopt the recommendations of extension teaching, we need to reach them with many extension methods. A group of extension studies has shown that, as farm families were reached by an increasing number of extension teaching methods (from 1 to 9) the percentage of these families changing their behavior increased also (from 35 to 98 percent). (Based on studies of 2,501 farms in five States and 869 homes in four States.)

WHERE AGENTS GET HELP IN USING THESE METHODS

Direct from State Extension Service in the Land-Grant College.

Indirectly from National Extension Service in the U. S. Department of Agriculture

By



Instruction pamphlets.

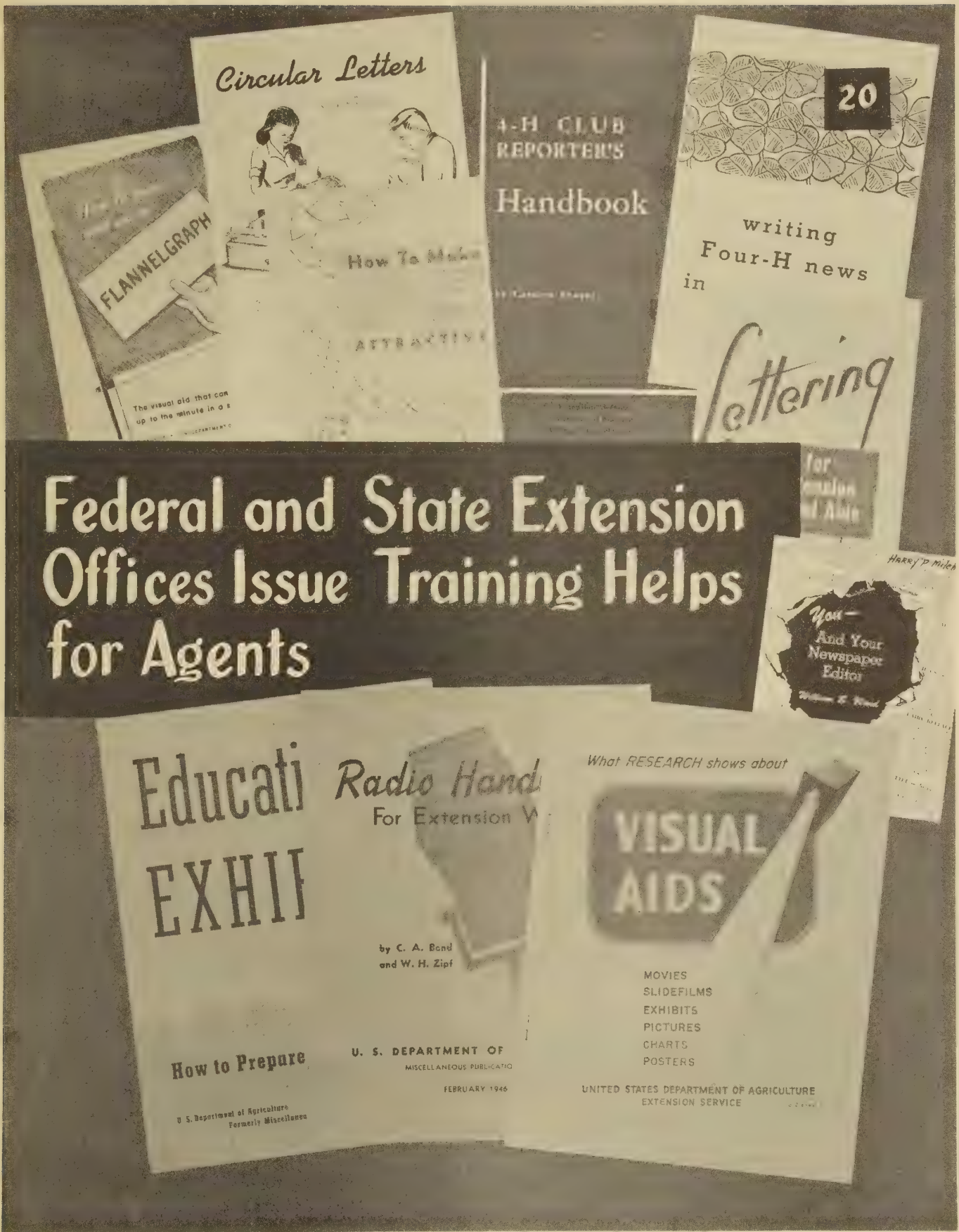
Training schools, workshops, and summer sessions.

Tips through special services or correspondence.

The national Extension Service Review.

Already prepared educational aids for immediate use.

Field visits to agents' offices.



Circular Letters



How To Make

ATTRACTIVE

4-H CLUB REPORTER'S Handbook

20

writing
Four-H news
in

Lettering

FLANNELGRAPH

The visual aid that can
up to the minute in a

Federal and State Extension Offices Issue Training Helps for Agents

for
extension
of Agents

You
And Your
Newspaper
Editor

Educational EXHIBITS

Radio Handbook For Extension Workers

by C. A. Bond
and W. H. Zopf

How to Prepare

U. S. Department of Agriculture
Formerly Miscellaneous

U. S. DEPARTMENT OF
MISCELLANEOUS PUBLICATION

FEBRUARY 1946

What RESEARCH shows about

VISUAL AIDS

MOVIES
SLIDEFILMS
EXHIBITS
PICTURES
CHARTS
POSTERS

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE

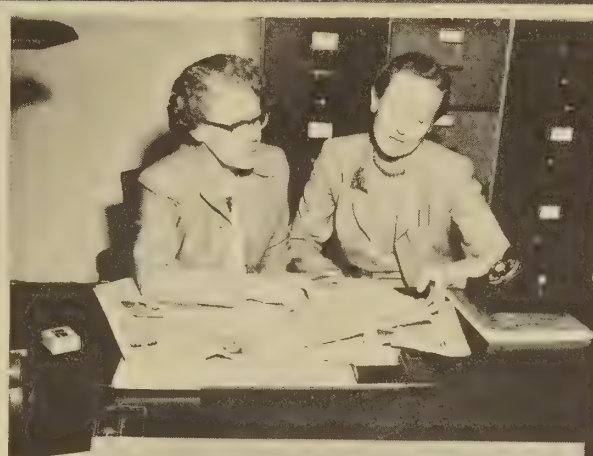
Get the "low down" on visual aids

Visual aids are a key factor in the success of any educational program. They help to make the learning process more effective and efficient. In the past, visual aids were often limited to simple diagrams and charts. However, with the advent of modern technology, the possibilities for visual aids are now virtually unlimited. This includes the use of films, slides, and video tapes. These aids can be used to illustrate complex concepts, show the results of experiments, and provide a more engaging learning experience for students. The use of visual aids is particularly important in fields such as science, history, and geography, where a visual representation can often make a concept much easier to understand. Therefore, it is essential for educators to make the most of the visual aids available to them, as they can greatly enhance the quality of their instruction.



Hundreds of fire extinguishers

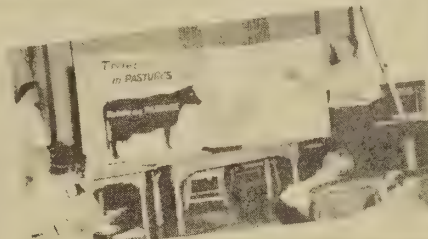
Fire extinguishers are an essential part of any fire safety program. They are designed to be used to put out small fires before they become larger and more dangerous. There are many different types of fire extinguishers, each designed for a specific type of fire. For example, some are designed for use on fires involving flammable liquids, while others are designed for use on fires involving electrical equipment. It is important to have the right type of fire extinguisher for the type of fire that is most likely to occur in a particular setting. This is why it is so important to have a fire safety plan in place, which includes the location of fire extinguishers and the training of personnel on how to use them. By having the right fire extinguishers and the proper training, the risk of a fire becoming a major disaster can be greatly reduced.



21

More radio schools held

Radio schools are a popular way for people to learn about a wide variety of topics. They are often held in a relaxed and informal setting, and they can be a great way to meet other people who are interested in the same subject. Radio schools can cover a wide range of topics, from science and history to art and music. They are often held by experts in the field, and they can provide a lot of valuable information and insights. In addition, radio schools can be a great way to improve your listening skills and to learn how to use a radio. If you are interested in learning more about a particular topic, a radio school might be a good option for you.



Orientation course



observes county agent

County agents are responsible for providing information and assistance to farmers and ranchers. They help to improve the productivity of the agricultural sector and to ensure that farmers and ranchers are able to make the most of their land and resources. County agents often provide training and advice on a wide range of topics, including crop production, animal husbandry, and farm management. They also help to coordinate the activities of other agricultural organizations and to promote the interests of the agricultural sector. By providing this support and assistance, county agents play a vital role in the success of the agricultural sector.

Federal and State Extension Services Train Agents in Information and Visual Methods through Visits, Conferences, "Schools", Workshops, and Summer Sessions

TYPE MIKE

VISUAL AIDS TIP SHEET

MINNESOTA AGRICULTURAL EXTENSION SERVICE
By GERALD MCKAY, Visual Aids Specialist

May 1969

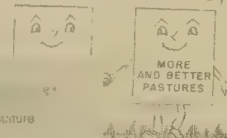
Visualizing

GEORGE C. PACE, Extension Visual

CRUTCH

Grasslands Program-I.

They Go HAND-IN-HAND!



God made the land! We must use it wisely



Extension (10/10/69) United States Department of Agriculture
In All States

SAVE GRAIN AND MONEY AND KEEP MORE LIVESTOCK
THROUGH GOOD PASTURES

Feed grain supplies may be stretched and farmers can save money and keep more livestock through good pasture, U. S. Department of Agriculture specialists report.

Specialists emphasize that dairy cattle need less grain and the milk they produce contains more vitamins A when they are on pasture. They get their best and cheapest feed from pasture. A good dairy cow on adequate pasture alone will produce 25 to 30 pounds of milk daily. Pastures of average quality and good management will provide daily equivalents of 8 pounds of silage and 4 pounds of grain. Dairy heifers can be raised on good hay and pas-

re you
sing to
him
REAL
om you?

It's a wise

THIS DATE OBSOLETE: 11/1/1969
EXTENSION SERVICE
Washington 25, D. C.

June 10, 1969

TO FIVE EXTENSION STATIONS:
Subject: Current Information Developments

Information View of National 4-H Club Camp

With the acceptance of Dorothy Smith, of New Jersey, who will help with press coverage, the information staff has been completed for National 4-H Club Camp, which gets under way here next week, June 18.

As you know, we previously announced that Howard Ross, of Michigan State, would be on hand to work with Joe Tonkin on radio and television activities. In addition, Mrs. Rose Fulkerson, of the National Committee on Boys and Girls Club Work, and Everett Eberhart, of the National 4-H Club Foundation, will assist with information coverage. George Thompson, retired extension photographer, will assist George Ross.

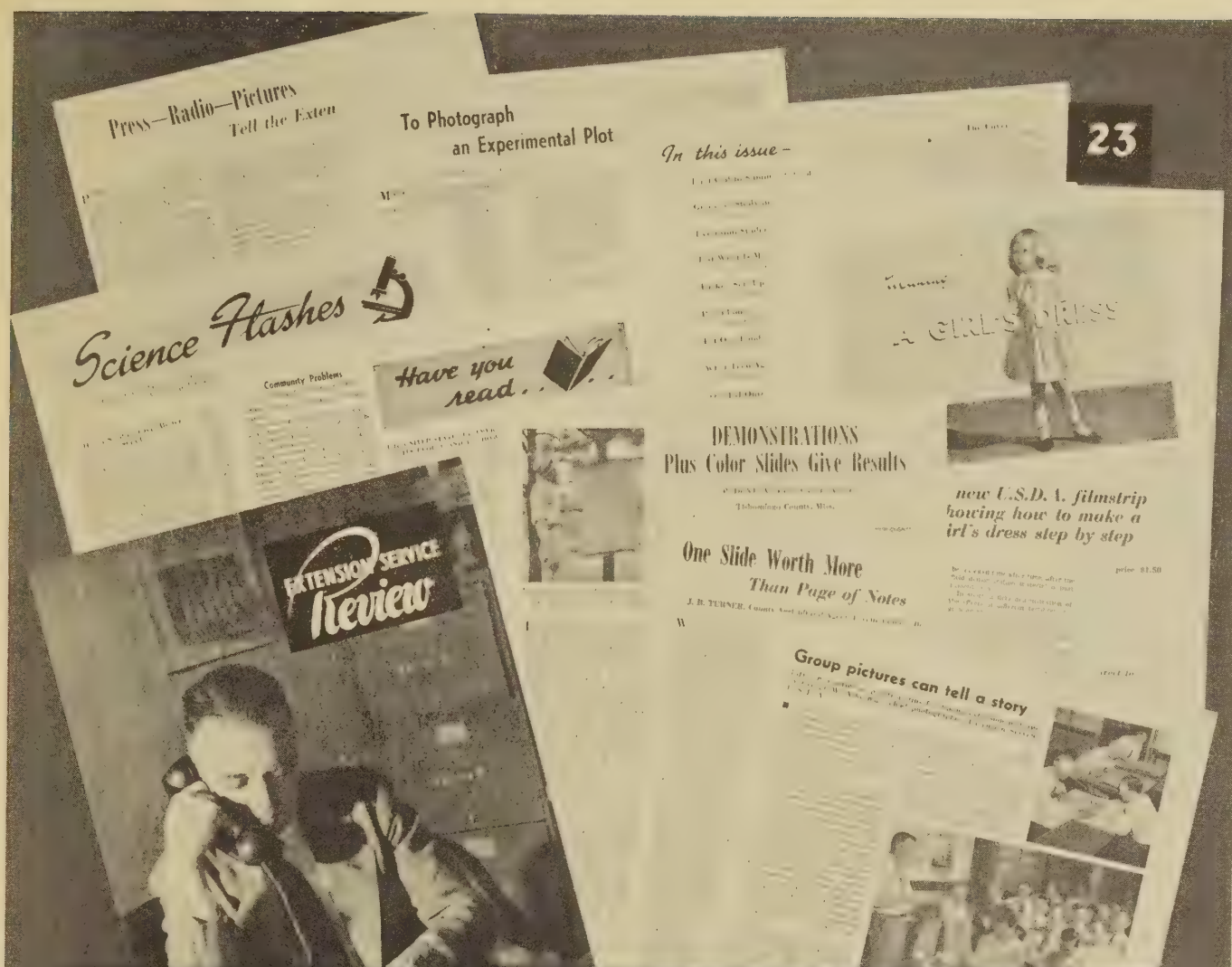
FARM FLASHES

22

OFFICE OF INFORMATION
U. S. DEPARTMENT OF AGRICULTURE
FOR BROADCAST USE ONLY

EXT. INFO. 1024
7/52 ph

Tip sheets, special service letters, fill-in news items, and cartoon suggestions, directly from State Extension Editors and indirectly from the Federal Extension Service help county extension agents inform rural people.



The national *Extension Service Review* serves county extension agents each month with current developments, including the latest information on extension methods and techniques.

LIST
of Available Publications
OF THE
United States
Department of
Agriculture

Cambridge, Mass. 1951

**Agricultural
Publications**
JANUARY 1952



Fact Sheet

EXTENSION SERVICE - James M. Guin, Director

September, 1951

0

Maryland Farm and Home Publications

Maryland Residents:

Explanation of Letter Designation

High School Residents:

Special Fees:

SLIDEFILMS

OF THE
U.S. DEPARTMENT OF AGRICULTURE

As these lists indicate there are hundreds of Federal and State farm and home motion pictures, film strips, bulletins, and leaflets - all ready for use by county extension agents

NATIONAL AND STATE BACKDROP

In addition to the local use of information channels and methods by the county extension agent, both the Land-Grant College and the U. S. Department of Agriculture support and back up his work with news stories, radio programs, feature articles in magazines, cooperative planning with industry of movies and other educational aids which have no product advertising, and the like, which reach both farm and urban audiences.

THE STATE EXTENSION EDITOR

In using mass communications media and visual aids, county extension agents look for leadership, training, and "information aids" to:

THE STATE EXTENSION EDITOR AND MEMBERS OF HIS STAFF

The State extension editor is a part of the staff of the Cooperative Extension Service of the U. S. Department of Agriculture and the State land-grant colleges. Under the administrative direction of the State extension director, the State extension editor is responsible, among other things, for releasing through mass communication methods, information about agriculture, home economics, and related subjects.

A leaflet is available from the Division of Extension Information, Extension Service, U. S. Department of Agriculture, Washington 25, D. C., on:

THE ROLE OF THE STATE EXTENSION EDITOR OF THE COOPERATIVE EXTENSION SERVICE

THE STATE EXTENSION BOARD

Having been constituted under the provisions of the act of the Legislature, approved March 1, 1901, and continued by subsequent acts, the Board has the honor to acknowledge the receipt of the report of the State Extension Board, for the year ending June 30, 1902.

THE STATE EXTENSION BOARD

AND MEMBERS OF THE BOARD

The State Extension Board, created by the act of the Legislature, approved March 1, 1901, and continued by subsequent acts, has the honor to acknowledge the receipt of the report of the State Extension Board, for the year ending June 30, 1902. The Board has the honor to acknowledge the receipt of the report of the State Extension Board, for the year ending June 30, 1902. The Board has the honor to acknowledge the receipt of the report of the State Extension Board, for the year ending June 30, 1902.

Respectfully,
The State Extension Board,
U. S. Department of Agriculture, Washington, D. C.

THE BOARD OF THE STATE EXTENSION BOARD

(1902)

REPORT OF THE BOARD